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# Sinfonía Mexicana - Saturday, April 11, 1992

A Publication of the  
Hispanic Communication &  
Development Corporation

Wednesday  
April 1, 1992  
Volume 5,  
Number 15

## INLAND EMPIRE HISPANIC NEW

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### WOMEN OF ACHIEVEMENT

#### Marian Luna - Meticulous Businesswoman



Marian Luna

When Marian Luna and her husband, Lino, decided to go into the printing business, they were very meticulous in planning their new venture, including finding a good location, the purchase of equipment and all the detailed requirements relating to a business.

Marian Luna started the printing business with the support of her husband, working long hours, developing the market strategic, setting up their forms and implementing internal controls.

In October, 1992, MarLin Printing, 10262 Arlington, Riverside will be celebrating its 7th anniversary!

Reflecting on the success of her business venture, Ms. Luna pointed to the

many factors that were involved with operating a small business. "In the beginning, we made many telephone calls to get business, because I didn't want to be one of the statistics of business failure within two years. We also began networking with other businesses, joining the chamber of commerce and going to many meetings. We started getting repeat customers and some larger accounts enabled us to be self-sustaining," she said.

Enrolling at RCC in its 'Introduction to Graphics' was the key to learning the technology of the business, stated Ms. Luna very emphatically. "I learned the business from my instructors, Vern Taylor, Terry Keiser and Richard Browne, whose brains I picked on every aspect of the printing business."

When asked for advice, the energetic businesswoman will promptly state that planning your business is a key element: be prepared to work long hours; be able to preform many job functions; do quality work; and go that extra mile for your customers.

"From the very beginning, customers would say, did you give us the personal touch," she said. Becoming aware that giving that 'personal touch' was generating repeated customers, her business slogan became, "The Printers

Continued on page 2

### Riverside L.P.O.A. Dinner Set

The Latino Peace Officers Association, Riverside Chapter, has scheduled its Annual Installation/Officers of the Year Award Dinner Dance at the Maruko Hotel, San Bernardino, on April 11, 1992 with no-host reception at 6:00 p.m.

Twenty-one officers from police agencies throughout the Inland Empire, who have shown exemplary performances in line of duty, will be honored.

Sonny Bono, Senate candidate, will be master of ceremonies.

Ruben Barrios, committee chairperson, anticipates 500 persons will be attending the function, including high police officials from police agencies in the Inland area. Persons wishing to purchase tickets may call at (714) 889-8680. Tickets will not be available at the door.

## Institute for Social Justice Installation, April 2

The Institute for Social Justice (ISJ), a community action group, has scheduled its major fundraising function on April 2, 1992, at the National Orange Show, San Bernardino, with a no-host hour starting at 6:00 p.m.

The highlight of the event is the installation of new ISJ Board of Directors, with the installing officer being Judge Rudolph Diaz, Presiding Judge of the

Los Angeles Municipal Court Association. Judge Diaz previously was Chief Trial Judge for the Rio Hondo Municipal Court. Prior to that appointment, he was Federal Public Defender at that government level.

The invocation will be made by Monsignor Peter Luque, Hispanic Vicar for the Diocese of San Bernardino.

Additionally, Monsignor Luque will

present to the audience as special guest, the newly ordained Auxiliary Bishop Gerald Barnes, who will be co-keynote speaker with Dr. Armando Navarro.

Masters of ceremony are Mariaelena Garcia and Frances Vasquez, well-known community activists.

Persons wishing tickets or further information may call at (714) 888-0207.

### WOMEN OF ACHIEVEMENT

#### Josefina Canchola - Community Activist



Josefina Canchola

When people think of community activists, one immediately thinks of Josefina Canchola, a Community Relations Assistant for the City of Riverside for the past year. Ms. Canchola is a busy person, being involved in numerous community activities, from youth groups, women's issues to business activities.

Born in Guadalajara, Mexico and receiving her early education in East Los Angeles and Whittier, she moved to Riverside to further her education, receiving her BA in Sociology from UCR.

During her student days at UCR, Ms. Canchola was actively helping other students. She became a peer counselor in the Educational Opportunity Program (EOP), where she was responsible for student's progress in their academic, personal and social agendas.

Women of  
Achievement  
See also page 8  
Olfelia Valdez-Yeager

During the summer at UCR, she became Head Tutor-Counselor for the EOP Summer Transition Program, where she supervised other tutor-counselors in coordinating the new student activities prior to formal entry into the university's environment.

After graduating from UCR, she worked at the Community Settlement Association as an English as a Second Language Instructor, where she developed curriculum for Amnesty classes for adults, including English, American History and Civics.

Ms. Canchola later became Social Cultural Program Coordinator for UCR's Chicano Student Programs. Her responsibilities included implementing and coordinating the educational, cultural and social programs for students, in addition to being liaison to the community and various agencies.

Her involvement in the community includes: YWCA Board of Directors; Tomas Rivera Conference Planning Committee; United Way; RCC Puente Mentor Program; Youth Education and Motivation Program; UCR Alumni Association; Congressional Brown's Women's Advisory Committee; Riverside Hispanic Chamber of Commerce; Chicano/Latino Youth Leadership Project; and the City-wide Cinco de Mayo Planning Committee, among others.

Ms. Canchola has received the following awards: International Hispanic Honor Society Award; UCR Outreach Programs Recognition Award; UCR Chicano Alumni Scholarship Recipient;

Continued on page 2

The National Association of Retired Federal Employees (NARFE) is currently attempting to locate retired federal employees in the Greater San Bernardino area. The NARFE is seeking support to strengthen the retirement goals as promised by the Federal Government. Persons wishing to become involved may contact Lurman Neal at (714) 864-3768.



## CAL-TRANS and Chaffey College to hold Business Opportunities Conference, Apr. 8

The District 8 Contracts Office is holding a Business Opportunities Conference on April 8, 1992, at the State Building Auditorium located at 303 West Third Street, San Bernardino, from 8:00 am to 12:15 pm.

**OUR PURPOSE:** Obtain more bidders for Caltrans services. Encourage companies owned by minorities, women or disabled veterans to be certified through Caltrans as disadvantaged businesses.

**PARTICIPANTS WILL:** Learn how to do business with Caltrans. Obtain information on how to be certified as a disadvantaged business, and what the advantages and benefits are. Increase

their company's business opportunities.

Our agenda will focus on Minority, Women, and Disabled Veteran Business Enterprise (MBE/WBE/DVBE) certification and goal attainment for Caltrans contracts. To promote business with Caltrans and familiarize contractors and vendors with our system, we are also including an overview of Service Contracts, Architectural and Engineering Contracts, Procurement, Labor Compliance, and Accounting practices.

Please call Mary Risaliti of Caltrans at (714) 383-4825 or 383-4827 for information and reservations.

Limited seating, first come, first serve. NO CHARGE.

## Learn Job Search Techniques at Chaffey Coll.

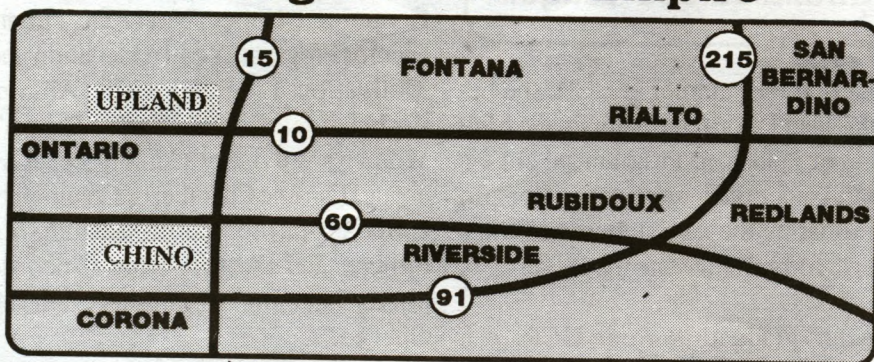
Positive, effective methods of finding and securing a good job will be discussed in this class. Topics include the hidden job market, designing a sales campaign, preparing for the job interview, improving telephone skills, selling yourself to employers, developing assertive

interview skills, and presenting a winning "image." The class will be held on Saturday, April 11, from 9 am to 7 pm on the Chaffey College Campus in the Language Arts Building, Room 3. Advance registration: \$40. Registration at door: \$45.

**Hispanic News Cinco De Mayo Special  
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## Marion Luna - Continued from page 1

with the Personal Touch."

Marian Esquibel Luna, a native of Riverside, graduated from Norte Vista High School and Riverside Community College and attended University of California, Riverside. While getting an education, she worked at the U.S. Naval Missile Lab in Norco and U.S. Fire Lab, respectively.

When working as program director for senior citizens at the Riverside County Office on Aging, she became more cognizant about being 'people oriented' and further developed this talent: 'listening to people' and understanding their 'wants'. "This ability has helped me tremendously in my business because I am able to meet the needs of

our customers and helping them whenever I can," she said.

Helping others has been an attribute that Ms. Luna has practiced since being in the 'working world'. She is involved in numerous community activities: Chairwoman, American GI Forum, Local and State Youth Programs and Queen Pageant Coordinator, (1992); Riverside Redevelopment Program Task Force, (1971); Riverside Community Relations Commission; Centro de Ninos; Jurupa Lioness Club; Riverside Hispanic Chamber of Commerce; Institute for Social Justice; Member, Alvord Educational Foundation; AUSD and Arlanza/La Sierra Area Redevelopment Project.

## Josefina Canchola - Continued from page 1

UCR Mecha Graduating Senior Award; UCR Hispanic Women's Association Recognition Award; and UCR Chicano Pre-Law Association Recognition Award.

In discussing her philosophy toward life, she said, "I feel that all of us have an opportunity and a responsibility to give back to the community what it has given to us. This life is an accumulation of energy, wisdom and knowledge of which people have shared with us. My parents were my primary role models

and my grandfather gave me a professional and spiritual insight of life. Other people that I view as role models are Robert Nava and Sharon Hosea, our Department Director."

"Very frequently I discuss with many students, especially Chicano/Latino students, easier ways to approach life and overcome barriers and in our discussions I leave them with this thought: REACH FOR THE SKY AND THE LOWEST THAT YOU CAN FALL IS UPON A STAR."

## Hispanic Business Grows 81% in 10 yrs.

By Leonard A. Goymerac

Latest figures from the Census Bureau show Hispanic business has increased by 81 percent since 1982. Ac-

cording to Donna McCutcheon of the Census Bureau's Economic Surveys Division the heaviest concentration of Hispanic-owned firms are located in three States - California, Texas, and Florida. The survey revealed that approximately 43% of all Hispanic firms in California are located within the Los Angeles metropolitan area.

Hispanic-owned firms accounted for 3.1% of the total U.S. firms and produced 1% of the countries gross receipts. Oddly enough, service type industries accounted for 44% of Hispanic-owned firms but only 24% of gross receipts. Retail firms accounted for 17% of Hispanic firms which produced 31% of the gross receipts. Hispanic population density explains much of Hispanic-owned businesses. According to the latest census figures for 1990, California ranks first in Hispanic population with 7,688,000. Texas with 4,340,000 - New York with 2,214,000 and Florida with 1,574,000.

California's Hispanic population reflected a sharp increase, from 4,544,000 in 1980 up to 7,688,000 in 1990 a growth percentage of 69%. California exceeded the national Hispanic growth rate by 52% and California's Hispanic population was larger than the total population of 42 other states.

## **HISPANIC NEWS**

The Inland Empire Hispanic News is owned and operated by the Hispanic Communication and Development Corporation.

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OFFICE:  
1558-D North Waterman  
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**Register & Vote**



## American Cancer Society Volunteers Honored



Community persons recognized by the American Cancer Society for volunteer work during the year are: (Left to Right) Graciano Gomez, Grace Vargas, Mariaelena Garcia and Ray Quinto.

## DeLara honored, named to SunLine Transit Agency Board of Directors



THANKS! La Quinta Mayor John Pena, left, who is chairman of the SunLine Transit Agency board of directors, presented retiring board member Larry Salas of Coachella with a plaque for his years of service on the board representing the city of Coachella. Salas has been succeeded on the board by Coachella Councilman Juan De Lara.

## Scholarships For Hispanic Journalists

Prospective Hispanic journalists will have more educational opportunities available to them through a scholarship contribution made by the Coors Brewing company to the California Chicano News Media Association.

The contribution will provide financial assistance to Hispanic college students interested in news media careers.

"The Chicano News Media Association provides an invaluable service by helping young Hispanics who are interested in careers in the newspaper, radio or television business," said Bob

Apodaca, Community Relations Field Manager for the Coors Brewing Company.

"Coors is proud of its relationship with the Chicano News Media Association and is glad to be able to provide this money to help future journalists get the education they will need."

The California Chicano News Media examines issues of concerns to Hispanics both inside and outside the news media as well as providing a Job Bank for Hispanic journalists and other services.



Henry Mendoza, left, Executive Director of the California Chicano News Media Association, and Bob Apodaca, community Relations Field Manager for the Coors Brewing Company, watch Chicano News Media Association scholarship recipient Cecilia Leyva work on a story.

**CHET M. POTTER**

*Attorney at Law*

Telephone: 883-2519

THOUSAND PALMS, CA -- Coachella City Councilman Juan M. De Lara has been named to represent Coachella on the board of directors of SunLine Transit Agency.

He succeeds Larry Salas.

First elected to the Coachella City Council in 1989, he is currently mayor pro-tem.

He is the city's representative to Coachella Valley Association of Governments (CVAG) and is currently chairman of CVAG's transportation committee.

He is also a member of the Coachella Chamber of Commerce, Friends of Thermal Airport and Coachella Valley Mountain Conservancy Board.

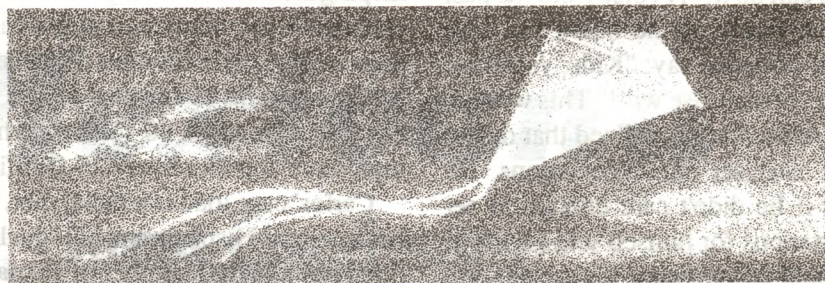
City sub-committees he serves on

include senior and recreation, and personnel. Last year he also served on the economic development, energy and environment, education and human resources committees.

He also has served on the board of Esperanza Youth and Family Center, the League of California Cities transportation and public works policy committee, the National Association of Latin Elected and appointed Officials, the California/Mexico Project, the Democratic Central Committee, and on the Coachella Planning Commission.

He has lived in the desert area since 1961. He and his wife, Julieta, have four children. He is self-employed and partner in an auto repair business.

Councilman Frank Duran is alternate.



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Southern California Edison

CREATIVE ENERGY

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## Childhood experiences help social worker Carlos Cernantes

Imagine how a child feels when he fails first grade because he can't speak the language of his classmates? Imagine how a child feels when a culturally biased I.Q. test leaves little hope he will ever attend college?

For some these could be the early determinants that keeps them from trying to reach their full potential.

But not for **Carlos Cervantes**, a social service practitioner in Child Protective Services for the San Bernardino County, who had similar experiences at a very young age.

Carlos was born in Riverside and raised in south Colton. He graduated from Aquinas High School and attended San Bernardino Valley College before transferring to Cal Poly Pomona where he earned his Bachelor's Degree in Social Work.

As anyone would while growing up, Carlos struggled with trying to understand how the system could set his destiny.

"It was confusing," Carlos said, "I felt valued at home but not at school."

Subconsciously he felt that life expectations had been set for him. Consequently, he did not always strive to reach his potential. His achievements were not without pain and struggle.

The disappointment of these early experiences was repeated when he took a biology book off the shelf at San Bernardino Valley College Library to study for the course he had enrolled in. Not realizing the course could pose difficulty for many people, Carlos nearly gave it up along with any hope of completing his units at Valley, when he replaced the book on the shelf and turned to walk away.

But something made him stop and re-evaluate the situation. He told himself "I can do it!" A voice from the past echoed loudly, as he heard his high school principal say: "Kids, you have to care, no one else will!" This was the point when Carlos realized that others alone can't set our expectations. He knew if he didn't care enough to set expectations for himself and go for it, he would never realize his dreams. He

retrieved the biology book and set his mind to studying until he achieved what he set out to do.

That was his turning point. The point where he knew he could do whatever he set out to do. The strength and encouragement to do this came from his family and friends.

At first he thought he wanted to become a professional photographer; but while researching his options in the Career Center at San Bernardino Valley College, Carlos decided he wanted a career in social services.

During his junior and senior years at Cal Poly, Carlos got his first taste of social work by doing internships with the San Bernardino County Department of Public Social Services in the San Bernardino office and the Probation Department in the Fontana office.

clients. He finds much satisfaction in helping kids in crisis, because his intervention can give them a better chance.

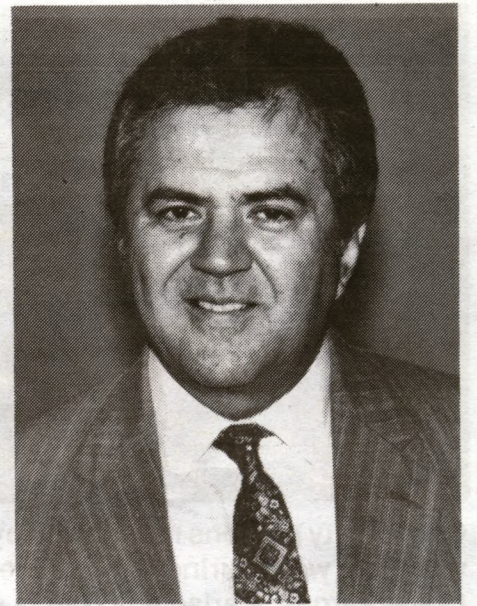
"There is never a dull moment with this job," Carlos said. That's what he likes most about his work. "Many times, a day is too short to accomplish all your task," he said.

What he likes least about the job is seeing children cry.

"I will never be desensitized to the point, that children in physical and emotional pain do not affect me," Carlos said.

In his role as social worker, Carlos is an advocate and educator on laws which relate to children. And as such he works to see that Hispanics have access to services and equitable treatment by all agencies.

"Hispanics are family oriented,"



**Carlos Cervantes**  
Social Service Practitioner  
San Bernardino County  
Child Protective Services

**• It was confusing, I was valued at home, but not at school.**

**• He told himself, "I can do it!"**

**• Kids, you have to care, no one else will.**

Carlos has been with the county for over 17 years.

In 1986, Carlos received his Master's Degree in Personnel Management from the University of Redlands.

In 1987, Carlos moved to Child Protective Services, where he currently works in the Family Maintenance Unit. In Family Maintenance, the primary goal is to keep the family together. The social worker works with families in helping them to eliminate problems that endanger their children or might cause them to lose their children. His clients are from infants to 16 years of age. He has a case load of 40 minors, which represents approximately 15 families.

Carlos' case load is a racial mix, but because he is Hispanic and bilingual, he often has a higher number of Hispanic

Carlos said, "and because of this social work is a good professional choice for Hispanics who want to work in an area which stresses the importance of the family and its roll in the community," he said.

Outside his professional life, Carlos is a volunteer for juvenile hall at the Kuiper Youth Center and the Regional Youth Educational Facility.

Carlos belongs to the Hispanic Chamber of Commerce in San Bernardino. This past January, the Chamber recognized him with an award for his committee work on the organization's behalf.

He also served a two year term on the board of directors for the Children's Home Society of California. He holds a California Community College Teach-

ing Credential in Administration and Human Services.

Not one to be idle during his leisure hours, Carlos collects baseball cards, a hobby he began when he was eight years old. His collection boasts of approximately 5000 cards, the prize one being a "Sandy Koufax Rookie Card."

Somewhere along the way Carlos realized that no one is limited to just one dream. Consequently, he has realized his first dream of becoming a photographer.

Since then, Carlos has used his photographic skills to capture weddings and graduations for family and friends. He also takes photographs for work-related events and for the DPSS Dialogue, the department newsletter.

Carlos is married. His wife Cynthia works for the City of San Bernardino as a division chief in employment training. His advise for aspiring young Hispanics is:

"Finish your education at any cost. Social work is an honorable profession. If you choose it as your career, you will have the opportunity to work on behalf of families and children who are, after all, the future of this community."



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# ***Sinfonía Mexicana***

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***Saturday, April 11, 1992, 8:15 p.m.***

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Painting by Albert Landeros



## Bilingual Social Workers Sought

Are you a bilingual Spanish-speaking social worker, who is seeking an outstanding opportunity to serve Hispanic children and their families. If so, the Child Protective Services Division of the San Bernardino County Department of Public Social Services would like to talk to you.

"We are looking for workers who can demonstrate knowledge of Hispanic family structure and are sensitive and appreciative of the unique cultural background of the Hispanic child and family," said Mary Tysor, social worker recruiter.

We want workers who are capable and willing to provide the child and family with a sense of their ethnic and cultural identity, to show pride in it, to provide accurate information about it, to demonstrate respect for their cultural heritage and tradition and to show an understanding of their language, Tysor said.

The required qualifications are: A Master's Degree in Social Work; a Bachelor's Degree in Social Work and

two years post-Bachelor's casework experience; or a Master's Degree in Counseling with either a 500 hour clinical internship or two years of post-Master's casework experience.

Currently, 20-30% of the case load in Child Protective Services is Hispanic. Consequently, there is a great need for professional level Hispanic staff to work with Hispanic parents and their children toward the goal of preserving the family and keeping minors out of the foster care system.

In working with Hispanic parents, the Hispanic worker is able to communicate and assist parents in taking important steps to improve their relationships with their children and solve the problems which led to the family's involvement with the Child Protective Services. This worker, also, has knowledge of Hispanic community resources, which can be tapped for the client's assistance and support.

For more information or an application, those interested may call Mary Tysor at (714) 387-4965.

## Fontana Hispanic Chamber of Commerce

### Cinco De Mayo Queen Contestants Sought

The Fontana Hispanic Chamber of Commerce is inviting young ladies between 16 and 21 years of age to participate in this year's beauty pageant.

The contestants must be single and never married. They will be judged on personality, beauty and poise.

This year's "Cinco de Mayo" celebration will take place on the weekend of May 1st, 2nd, and 3rd at the Miller Park located on Sierra Avenue and Arrow Street in Fontana.

The Fontana Hispanic Chamber of Commerce will send a schedule of events and an appointment for an evening photo session.

For the winners, there will be a cash prize: First place will receive \$250, First Runner Up will receive \$150 and Second Runner Up will take \$100.

The contest will be on April 26 at El Castillo Nightclub in Fontana.

For more information call (714) 829-0121.

## April is Kindergarten Registration Month

Starting School? - April is Kindergarten Registration Month

Not only is spring the season for registering kindergartners for school, but it's also the time to make certain these children are up to date with their immunizations. For your convenience, the San Bernardino County Department of Public Health is offering immunization clinics at various locations, times and dates.

The immunizations offered at these clinics include Polio, DTP (diphtheria, tetanus, and pertussis or whooping cough), MMR (measles, mumps, and rubella or German measles), and Td

(tetanus and diphtheria). A second MMR is recommended and will be given for all children registering for kindergarten.

A \$4.00 fee per child per visit is charged, regardless of the number of immunizations received. No one is turned away due to inability to pay. All children attending the clinic must be accompanied by a parent or legal guardian. Parents should bring their child's immunization record to the clinic. For more information, please call the Immunization Program at (714) 383-3070.

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## Prenatal care available from S.B. County

Comprehensive prenatal care services for low-income pregnant women residing in San Bernardino County are now available at eight clinic locations in San Bernardino, Fontana, Ontario, chino, Redlands, Victorville, and Needles. The San Bernardino County Maternal Health Program targets low income women who may encounter financial or other significant barriers to receiving the medical care they need during their pregnancy. Services include physical exams, lab tests, vitamins and iron supplements; nutrition, health education, and social services; and other

referrals. Prenatal care services are affordable and no one is turned away. Medi-Cal, medical insurance and private pay are accepted for payment.

It is important that all pregnant women receive good medical care during their pregnancy which will help them to have a healthy baby and a safe pregnancy. For help in locating prenatal care services in your area and for information on Medi-Cal, please call the toll free San Bernardino County Prenatal Care Referral Line 1-800-227-3034. Information is also provided in Spanish.

## Diabetes Spring Ride or Stride

RIVERSIDE - Join American Honda, Kaiser Permanente and the American Diabetes Association Inland Empire Chapter as they conduct the 20th Annual Spring Ride or Stride to raise critical dollars for diabetes research and education.

It all happens on Saturday, April 11 in Colton. Check-in begins at 7:30 am and continues through 8:30 am. The

event starts and finishes at the American Honda Training Center in Colton. After checking in, participants will enjoy a warm-up sessions by a local fitness club and begin their walk or ride touring parts of Colton, San Bernardino, Redlands, and Loma Linda.

For more information contact the Inland Empire Chapter at 714/788-4840.

## Colton Schools aid Bilingual Training

Five classified employees are on their way to becoming bilingual teachers through a new bilingual Career Ladder program created by the Colton Joint Unified School District.

The staff members will receive district support for college costs while they complete their teaching requirements at California State University, San Bernardino.

They will begin taking classes this spring, said Angelia Wyles, coordinator of special projects for the school district.

In exchange for their tuition and books, the employees must agree to teach in the district the same number of years that their education was funded. Each teacher must carry a half time class schedule, earn good grades, serve as a bilingual aide, then work as a teacher intern.

Career Ladder participants are:

\* Maria Cisneros, a bilingual aide at Colton High School since February 1990. Cisneros holds a bachelor's degree from University of Baja California and has taken courses at CSUSB and San Bernardino Valley College.

\* Gloria Delado, a bilingual aide at Grimes Elementary for the past three years. She expects to complete her bachelor's degree at Cal State, San Bernardino in June.

\* Gloria Lopez, a bilingual aide at

Smith Elementary and formerly an aide at Lincoln Elementary since January 1986. She has an associate of arts degree from San Bernardino Valley College and is working toward her bachelor's degree at Cal State, San Bernardino.

\* Elizabeth Luz, an aide at McKinley Elementary since October 1990. Luz has the equivalent of a bachelor's degree from Argentina and is taking courses at Cal State, San Bernardino.

\* Elsa Seipp, a DIS tutor at Birney Elementary since December 1985. She earned an associate of arts degree from San Bernardino Valley College.

## Classified

### Wanted

Coordinator of community education for domestic violence agency. Full time. AA or BA desirable or related experience in social services. Bilingual/Spanish preferred. Send resume to: Executive Director, House of Ruth, P.O. Box 457, Claremont, CA 91711

### Tucson Mariachi Festival

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## Ofelia Valdez-Yeager: A life dedicated to education

Ofelia Valdez-Yeager is the epitome of an individual who is totally dedicated to education. Her whole life has evolved in an environment of teaching, consulting or directly involved with educational entities.

"My total core belief is that the education of our youth is the total community's responsibility, because the end result (the youths' education) will affect every one of us," she said during the interview.

Continuing, she said, "I have become aware of how little we know about each other in our community, which is probably due to each of us seeing the world through different perspectives, that is, social or governmental agencies, educational institutions or our personal social cause. Creating the forums to facilitate the interchange and implementation of ideas as they affect our students, is what I believe. I also believe that every community entity must include educational components."

At UCR, she received her BA in Spanish and teaching credential. After extensive course work at UCR and Cuernavaca, Mexico through La Verne College, Ms. Valdez-Yeager became directly involved in the educational process.

Her span of educational experiences included teaching bilingual/bicultural

programs at the elementary level; counseling Mexican-American students at the middle and high school levels; consultant on Title VII Project; curriculum developer on various projects; co-teacher with her husband at Chaffey College on early childhood development course: The Mexican/American Child; consultant for numerous school districts on bilingual/bicultural programs; and a member of bilingual task forces in the Inland Empire.

**"In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists."**

**Eric Hoffer**

Married to Ley Yeager (her father-in-law is Louis Yeager, president of the San Bernardino Unified School District board of Trustees), they are the parents of four children, Marisa, Luis, Ana and Teresa.

During the time that her children were growing up, Ms. Valdez-Yeager opted to become more involved in activities that were directly related to their education.

These activities included serving in the Riverside local and district PTA in numerous positions, including being president of the PTA Council in 1988-89. Becoming involved in educational projects was her investment for the betterment of the young people and the community, she said.

As a result of her involvement in school-related activities, her scope of interest expanded into other community activities.

She became a member of the Greater Chamber of Commerce Education Committee and Say No To Drugs Subcommittee. Other community organizations have included the United Way board of Directors, Hispanic Chamber of Commerce, Head Start Policy Council, RUSD Year Round Task Force and RUSD Strategic Planning Task Force.

One blue ribbon group in which Ms. Valdez-Yeager is current member is the Riverside County Office of Education's, Education for the 90's, whose charge is to develop strategies to meet the challenges of education and submit recommendations in 1994.

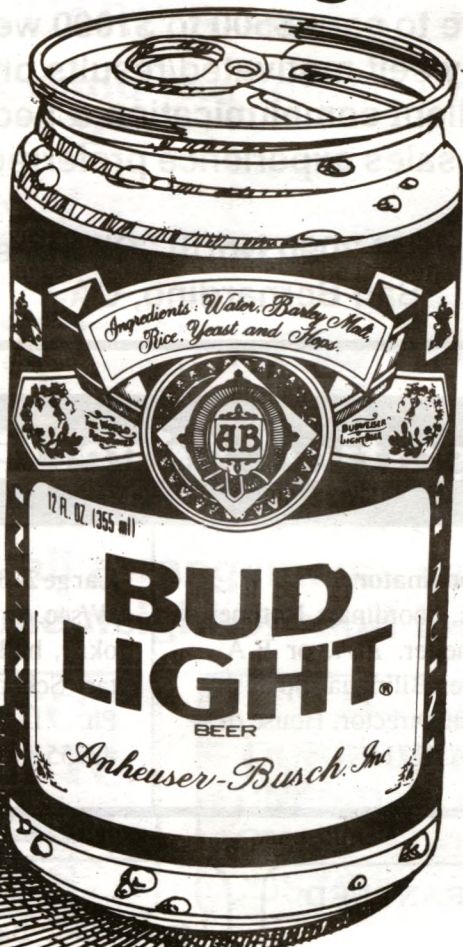


**Ofelia Valdez-Yeager**

"My interest in education has been one of being part of maximizing our resources in our community. Only by being inclusive can we fully utilize the rich diversity around us. Our community has to be bold in our commitment to support non-traditional programs. We cannot afford to be complacent because this is an ever changing society."

Enjoying the quote of Eric Hoffer: "In times of change learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists," Mrs. Valdez-Yeager would like to believe that the community is one of learners.

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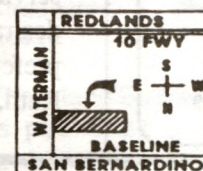
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